

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Translation is a process of transferring language from one language to another language. Translation has already been used to transfer information whether it is a novel, article, or short story which are originally written in Source Language (SL) into Target Language (TL). Translation is the process of transferring the message and the meaning of the SL to the TL and makes the reader catch the message of the text. According to Brislin (1976) translation is a general term referring to the transfer of thoughts and ideas from one language to another, whether the language is in written or oral form, whether the languages have established orthographies or not; or whether one of both languages is based on signs, as with

signs of the deaf. It is also supported by Bassnett (1980, p. 11) as he says “translation is a process of translating SL into TL by preserving the structures of the SL as closely as possible and still keep the meaning”. A translator can deliver the true message intended by the author from the original product into its translated product. Although the meaning of the word from one language is similar to its target, the message might not be the same. It mostly occurs in translating a cultural term.

The word *culture* has always had multiple meanings. In one sense of the word, culture is inseparable from human life. Everything from how we dress to what we eat, from how we speak to what we think, is culture. The cultural involvement in translating a language can be a problem, since every language has their own cultural element to express it into words. Larson (1984, p. 95) states that “every language has different vocabulary's concentrations which the culture, geographical situation, and the worldview of the people.” Newmark (1988, p. 94) says, “The way of life and its materialization that are typical to a community that uses a particular language as its means of expression”. One of the example is cultural word. Cultural word plays a significant role in a particular language. This statement is supported by Baker (1992, p. 21) as she says, “SL word may express a concept which is totally unknown in the TL culture”. It means, from the source language, the readers will know an unusual thing or culture that is not contained in the target language.

In translating a novel there are some aspects that should be noticed by a translator. Those are cultural and grammatical aspects in the novel. A translator should know not only the language but also the culture of both languages. A translator often finds the difficulties due to the different culture of the SL and the

TL. For example, for the words "Maple", "Panjat Pinang" the translator will probably be unable to find the equivalence. Those words are called cultural words. It is one of the problems that a translator may find. Cultural words play a significant role in describing the culture of the related language.

There are two previous studies that the researcher uses as the reference in discussing cultural word translation. The first one is by Nastia and Asmarani (2013) in their study titled *Translation Analysis of Cultural Term in the Novel Laskar Pelangi by Andrea Hirata and its translation The Rainbow Troops by Angie Kilbane*. They discuss about finding types of translation procedures and cultural categories on cultural terms in the novel *Laskar Pelangi* and its translation *The Rainbow Troops*. It can be learnt from their study that they used the theories of procedure by Vinay and Dalbernet (1965) and cultural categories by Peter Newmark (1988). The findings of their study show that the most used translation procedure in translating the cultural terms from the SL into the TL is adaptation and most cultural word categories found are religion, organization, activities, art, and idea.

The second previous study is by Hapsari and Setyningsih (2013) in their study titled *Cultural Word and the Translation in Twilight*. Based on their study, they found types of translation procedure and cultural categories on cultural term in the novel *Twilight*. They uses the theory of translation procedure and cultural categorization by Peter Newmark (1988). The findings of their study show that the most used translation procedures in translating the cultural terms from the SL into the TL are transference and transposition, and most cultural word categories found

is material culture, which consists of food, artifact, house, transportation, clothes and communication.

Here, the researcher analyzes the categories of cultural word and the procedures of the cultural words in the novel *Crazy Rich Asians* by Kevin Kwan and its translation *Kaya Tujuh Turunan* translated by Cindy Kristanto. In this research, the researcher focuses on the categories of cultural word and procedures compared to Nastia – Asmarani and Hapsari – Setyaningsih's researches. The novel that is used in this research covers Chinese culture, especially about Chinese food, thus researcher analyzes and explains more diverse culture that belongs to China compared to what Nastia – Asmarani have done, that is Indonesian culture. From this research, the researcher hopes that people who read this translation research will gain more information about cultural words related to Chinese culture.

1.2 Statements of Problems

1. What category of cultural words are found in *Crazy Rich Asians* novel?
2. What procedures are applied in translating the cultural words in *Crazy Rich Asians* novel?

1.3 Purpose of the Problems

1. To identify the category of cultural words that found in *Crazy Rich Asians* novel.
2. To explain the procedure of translation found in *Crazy Rich Asians* novel.

1.4 Scope and Limitation

This study only discusses the cultural words existing in the *Crazy Rich Asians* novel by Kevin Kwan and the translation by Cindy Kristanto. The discussion focuses on the categorization and procedures of cultural words by Peter Newmark.

1.5 Research Methodology

1.5.1 Method

This study uses descriptive qualitative research. “A qualitative approach in translation research can include critical discourse analysis, interviews, focus groups, questionnaires” (Saldanha & O’Brien, 2014, p.22). Data will be analyzed by referring to Newmark theories for types of cultural word and translation procedure.

1.5.2 Data Source

The data of this research are taken from the novel *Crazy Rich Asians* written by Kevin Kwan in 2013, published in the United States by Doubleday, a division of Random House, Inc., New York, and in Canada by Random House of Canada Limited, Toronto. It has three chapters and 402 pages. Its Indonesian version “*Kaya Tujuh Turunan*” is translated by Cindy Kristanto in 2016, published by PT Gramedia Pustaka Utama. It has three chapters and 469 pages.

1.5.3 Data

The data in this research are the sentences or phrases that contain cultural words found in the novel *Crazy Rich Asians* and its Indonesian version.

1.5.4 Data Collection

There are some steps in collecting the research data:

1. Reading the English novel and its Indonesian version.
2. Highlighting the sentences that contain cultural word.
3. Collecting and putting the data in the data table.

1.5.5 Data Analysis

The steps in analyzing the data are:

1. Categorizing the cultural words in the English version.
2. Finding their translation.
3. Finding the meaning of the cultural word in Oxford Advanced Learner's Dictionary (OALD), Merriam Webster's Collegiate Dictionary (MWCD), Cambridge Advanced Learner's Dictionary (CALD), The American Heritage Dictionary (AHD) and Kamus Besar Bahasa Indonesia (KBBI).
4. Analyzing the cultural word based on Newmark's theory.
5. Analyzing the procedures based on Newmark's theory.
6. Writing the conclusion.

1.6 Organization of the Writing

This research consists of four chapters. Chapter one is an introduction that tells the readers about the background of the study, statement of a problem, purpose of the problem, scope and limitation, methodology and organization of the writing. In chapter two, which is a theoretical framework describes the theory that is used in this research. Chapter three is the analysis and discussion where the research analyzes the data clearly. The final chapter is conclusion which is to conclude the result of the research.